

gives KOOL

the most refreshing taste

you can get in any cigarette



Introducing KOOL America's 1st menthol

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

tar, 1.4 mg. nicotine; Longs, 18 mg.  
1.3 mg. nicotine; FOB, 18 mg. "tar", 1.4 mg.  
ne av. per cigarette, FTC Report May '78.